

2010 Emerging Business of the Year



"The KSBDC has been very helpful since our opening by continuing to be readily available by phone or email to answer a multitude of business questions that we've had."

Wes Wickwar – Co-owner



**Garden City Community College
Kansas Small Business
Development Center**

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Accelacare Physical Therapy

Owner	Wes and Amy Wickwar
Nature of Business	Physical Therapy
City	Garden City
County	Finney County
Phone	620-271-0700
Business Structure	LLC
Business Began	2007
Employees	8
KSBDC Consultant	Patricia Veasart

Wes Wickwar had always wanted to start his own physical therapy practice. In 2007, the perfect opportunity arose at the right time in the right environment. He had recently finished his fellowship training and felt like his clinical skills were at a high enough level to shift his focus to owning and operating a business.

Wes contacted the KSBDC for assistance in the start-up process. "Pat did a great job of guiding me through the planning phase with a checklist of all tasks that had to be complete prior to opening. She also proved to be invaluable by providing us with important resources and contacts needed."

He felt the biggest challenge to overcome was his lack of any previous business or management experience. Wes met that challenge by completing a yearlong physical therapy-based business management program. He hired technical consultants from his industry for specific issues and communicates with other physical therapy business owners, which he feels has helped considerably.

Secret to Success

"Adequate planning before opening your business and treating your employees like you treat your best customers."

So in addition to working with the KSBDC, he would strongly recommend that prospective business owners have processes and systems in place prior to opening up. "A lack of adequate planning and preparation before opening a business can lead to problems down the road once you get busy and don't have as much time. I would also tell them to treat their employees like their best customers, which is the most important piece of advice I was given."

Employees are one the real keys to business success. An owner cannot handle every customer, which is where good employees make the difference. "I've been fortunate enough to hire employees with tremendous character who are extremely motivated to succeed. I strive to treat each employee like my best customer and challenge them to grow as much as possible. I believe that happy employees who are motivated will lead to satisfied customers."